

SUMMARY

Making a Website as Promotional Media for AHE Brilliant Cikampek. Aisyah Lula Izzatul Fath, F31191600, 2022, 42 Pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor)

AHE Brilliant Cikampek is a course that provides several courses programs such as reading, counting, and English courses. In conducting their promotion, AHE Brilliant has no official promotional media such as pamphlet, booklet, website, or video promotion. They need an official media promotion that can help them to reach a wider market, not only inside Cikampek sub-district but also outside Cikampek sub-district. To overcome this problem the writer got recommendation from the owner to make a website for AHE Brilliant Cikampek.

In making a promotional website, the writer did several activities in collecting the data, they are: interview, observation, documents, and audio visual. After doing the data collecting activities, the writer started to make a website. In making this website, the writer used the steps from Suryadi and Zulaikhah (2019) and adapted two steps from idcloudhost (2018). The procedure of making the website are: analysis, design, coding, uploading the content, determining the domain name, testing, and support (maintanance).

This website is presented in clear, attractive, and brief form. This website is consist of several menu navigation they are: home, about us (with the sub menus: history, vision and mission, brilliant tutor, and facilities), course programs (with the sub menus: AHE reading course, ASE counting course, Prisma counting course, and Let's Go english course), Gallery and Testimonial (with the sub menus: Level up students, graduated students, and parent's testimonials), and Registration. The result of the website can be accesed on www.ahebrilliantcikampek.com

Finally, the writer managed to finish the final project. Hopefully, this promotional website can support the promotion of AHE Brilliant Cikampek and give more information to all potential customers about AHE Brilliant Cikampek.